

INVENTOR: McBride et al
TITLE: MEDICAL TESTING AND METHOD

attorney docket: CARDIOBEAT-1

EXHIBIT 2

GMcBride/cardiobeat.com

From: George McBride
Sent: Sunday, August 15, 1999 22:30
To: Bob Royce (E-mail); Larry Macdonald (E-mail)
Subject: Two Pricings...

Gentleman,

The project plan has been adjusted to include additional resource for the Application development. The project plan should be frozen for plan generation.

A second plan was created that attempts to reduce costs to a plan containing [REDACTED]. The Infrastructure expenses were also adjusted.

[REDACTED]

Larry,

The concentration should be on the [REDACTED] plan.

But, if there is time, the reduced deferred Project Plan "Low Cost [REDACTED]" and a new column in the Infrastructure tab of the spread sheet can be used to generate a plan that comes in around [REDACTED]. This would be a nice back up to the discussion if the question is asked, "Can you do it for less?". I have a meeting out of the office first thing, 0800 and will be in by 0900.

The spreadsheet and 2 project plans are attached.



Low Cost - 1-3 Months Project ... 1-3 Months Project Plan.mpp (1... First Cut Pro Forma.xls (116 K...

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Task		Rolled Up Task	Project Summary
Split	Rolled Up Split	External Milestone
Progress	————	Rolled Up Milestone	Deadline
Milestone	◆	Rolled Up Progress	
Summary	————▶	External Task	

Project: Cardiacbeat.com Milestones Project Plan Deployer
 Date: Wed 8/14/02

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Sales Profess

Task	Roll Up Task	Project Summary
Split	Roll Up Split	External Milestone
Progress	Roll Up Progress	Deadline
Milestone	Roll Up Milestone	
Summary	External Tasks	

Project: Cardiacbeat.com Milestones Project Plan Deployer
 Site: Wed 8/14/02

[illegible]

	Task	Rolled Up Task	Rolled Up Task	Project Summary
	Split	Rolled Up Split	External Milestone
	Progress	=====	Rolled Up Milestone ◇	Deadline
	Milestone	◆	Rolled Up Progress =====	
	Summary	=====	External Tests =====	

ID	Task Name	January												February					March				
		12/19	12/26	1/2	1/9	1/16	1/23	1/30	2/6	2/13	2/20	2/27	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/6	5/13
29	Install credit card charge facility																						
30	Create reporting																						
31	Application																						
32	Design General Distribution Test Interface																						
33	Build User Interface for test																						
34	Productize Heart Test Code (v1)																						
35	Split Code into patient and server applications for initial test																						
36	Test algorithms for point placement module																						
37	Code Filters																						
38	Code User Feedback																						
39	Manufacturing																						
40	Design first generation sensors																						
41	Select manufacturer and start volume tests																						
42	Manufacture First Generation Sensors (50 copies)																						
43	Sales and Marketing																						
44	Create sales and marketing Plan																						
45	Submit Patents																						
46	FDA Approval																						
47	Create plan for publicity / demand creation																						
48	Organize test subjects																						
49	Introduce concept to selected MD's																						
50	Create Instructional Video																						
51	Investigate Cardiologist Review of Test Data																						
52	Alliances / product sharing																						

Project: Cardiobeat.com Milestones Project Plan Deployer Date: Wed 8/14/02	Task																						
	Split																						
	Progress																						
	Milestone																						
	Summary																						

- 2 Start Up - Hiring, space, general Organization
Work quickly to build work force into a competent force for Internet Deployment
- 4 Accounting System
 - utilize Profit
 - Get chart of accounts
 - set up preliminary A/P
 - Banking relations
 - Payroll service
- 5 Benefits Plan
 - set up health Insurance
 - Stock Options (lawyers)
- 6 Start recruiting
 - Set plan for recruiting technical talent
 - Identify key technical resources that are required
 - Identify recruiting agencies to help locate candidates
 - Set salary guidelines
 - Start interviewing
- 7 Deploy Prototype System (25 Patients) (Start+ 3 Months)
 - Complete an end to end test
 - demonstrate download, test operation, upload
 - utilize the best sensors that can be produced in 2 months
 - Run tests on at least 20 patients
 - Produce plan for getting to production quality by start + 6 months
- 3 Internet Deployment
 - Fast start will employ ATI facilities to perform these tasks.
 - ATI possesses the infrastructure to begin work immediately
- 0 Acquire appropriate hardware and software
 - Utilize the ATI Infrastructure to establish an operating environment
 - Oracle / Application Server
 - Cardiobeat.com web page
 - Messaging Capability
 - Configure a first generation server for performing the test
 - Set up with Oracle and utilize for Testing and Production
 - This machine should be capable of handling at least 100 000 tests per month.
 - Would include OASD to hold 5 million tests.
- 1 Implement First Generation Web Servers
 - For the new box -
 - Install Unix
 - Install Oracle with OAS
 - Install all other development tools
- 2 Create cardiobeat.com Web Page
 - Design and code Cardiobeat.com home web page
 - Company Introduction
 - Application for test patient
 - Job opportunities
- 3 Evaluate and select ISP's
 - Find backup computing resources for supporting high volumes that cannot be handled internally.

- 14 Plan for general deployment volumes
- 15 Planning for volume production and testing to the extent possible.
- 16 Create Heart Test dB
 - This database holds the test data for each client
 - Archiving will be considered in the second phase
 - Design objective for first base should be 1,000,000 tests
 - Collaborate with the application code team for the database design
- 17 Build Heart Test Download
 - Key Task -
 - Define tools for storing and delivering Application Code to Desk Top
 - Version Control
 - Tracking "open" customers
 - Web Pages to guide customer through download
 - "On Client" Application version detection and management
 - Customer profile update
 - Design the Client side Q&A
- 18 Build Client Data Retrieval
 - Code and Client interface to retrieve and deliver archived tests and trend line calculations.
- 19 Code Test Data Comm tools for user and back room
 - Tools for routing tests and other patient information to doctors and hospitals
 - Client side design to collect name and routing information
 - Form to order routing
 - Confirmation of routing
 - Emergency Procedures for out-of-line conditions
- 20 Build doctor's office / clinic test procedure
 - Create logic to take tests, deliver to the doctor for immediate evaluation
 - Characterize differently form individual Customer tests in amount and sophistication of the data.
- 21 Trendline evaluation and Reporting
 - Multiple tests can be scrutinized for trends in cardiovascular performance
 - define trend analysis requirements
 - build test code
 - define initial graphical presentations
- 22 Create Instructional Video Management Facility
 - Video to instruct and demonstrate proper sensor attachment and other procedures to the customer.
- 23 Perform Heart tests employing Downloaded App Code
 - Organize Patients (25)
 - Get test equipment installed on several test PC's
 - download code over the web
 - run the tests
 - Observe / change procedure
- 24 Create Administration dB
 - Start work on the Admin dB with resources that can be freed from the main effort.
- 25 Build (Admin) Patient set-up
 - Procedures for enrolling and tracking each customer
 - Do the design work necessary to develop the data base and code logic to prepare for a push on these apps in the next phase.
- 27 Customer Database Maintenance
 - Transactions to
 - create accounts
 - maintain tests purchased inventory
 - communicate account status to the customer
 - monitor account status internally

- 49 Introduce concept to selected MD's
Part market research and part sales to the doctors -
assess receptivity
educate
develop sales strategy based upon experience
- 50 Create Instructional Video
collaborate with the distribution group on the instructional video
- 61 Investigate Cardiologist Review of Test Data
Compile a coherent testimonial from individuals of stature in the Medical Profession.
- 52 Alliances / product sharing
Identify support facilities like video players
• determine the requirements
• Identify suppliers
• negotiate and close